

SRAX's BIGtoken Beta Now Open for All to Claim Their Data

Following a limited Beta launched last month, the platform for consumers to own, verify and sell their data opens up to the masses; anyone in the U.S. can, now, download the BIGtoken mobile app to join the revolution

LOS ANGELES – Nov. 13, 2018 – [Social Reality, Inc.'s](#) (NASDAQ: [SRAX](#)) [BIGtoken](#) expanded Beta today to all U.S.-based consumers to join the revolution of owning, verifying and selling their data. The BIG Platform is the first consumer-powered data marketplace, which launched in [limited Beta last month](#).

"We've learned a tremendous amount over the past month of Beta testing. Most importantly, that the BIG Platform is solid, clearing and surpassing the necessary feedback, scalability and security milestones to move from limited, to open, Beta," said Kristoffer Nelson, COO of SRAX and principal of BIGtoken. "Our team's progress is nothing short of spectacular, thanks to the help of our initial Beta testers. We're excited to open up the Beta phase to everyone in the U.S. and provide a means to breaking down the barriers separating everyone from the data we all produce."

To join the BIG Beta, consumers simply download the BIGtoken app on the Apple App Store or Google Play and begin claiming their data:

- Apple App Store: <http://big.srax.com/app-store>
- Google Play: <http://big.srax.com/google-play>

Already, hundreds of people are claiming their data and Beta testing BIGtoken. During the Beta phase, the top three most active users will be rewarded with Bitcoin for completing actions. To see the BIG Beta Contest Leaderboard, visit: <https://bigtoken.com/beta>. Actions include, but are not limited to:

- Referring family and friends
- Checking into locations
- Answering questions and surveys
- Connecting social accounts
- Allow the tracking of mobile location and transaction history

The most active BIG Beta tester will be rewarded with five Bitcoin at the end of the Beta phase. The second most active Beta tester will receive two Bitcoin and the third will receive one Bitcoin.

"While some of our initial Beta testers have already earned more than 10,000 points, new Beta testers will have the same opportunity to win our contest and Bitcoin," added Nelson. "We'll be launching high-value Actions over the next few weeks and we expect new Beta testers to challenge current contest leaders."

The three participants with the most points will be announced and crowned winners following the end of Beta, which is scheduled for January 31, 2019. Review the Official Contest Rules and learn more about the Beta contest here: <https://bigtoken.com/contest-terms>.

About Social Reality

[Social Reality, Inc.](#) (NASDAQ: SRAX) is a digital marketing and consumer data management and distribution technology platform company. SRAX's technology delivers the tools to unlock data to reveal brands and content owners' core consumers and their characteristics across marketing channels.

Through its blockchain identification graph technology platform, BIG (www.bigtoken.com), SRAX has developed a consumer-powered data marketplace where people can own and sell access to their data thereby providing everyone in the Internet ecosystem choice, transparency, and compensation. SRAX's technology and tools deliver a digital competitive advantage for brands in the CPG, automotive, sports and lifestyle verticals by integrating all aspects of the advertising experience, including verified consumer participation, into one platform. For more information on SRAX, visit www.srax.com.

About BIG Platform and BIGtoken

[BIG Platform](#), built on the blockchain by [SRAX](#) (NASDAQ: SRAX), is a consumer data management and distribution system. BIG is the first consumer-powered data marketplace where people can own, verify and sell access to their data. Through a secure blockchain platform and open source governance structure, BIG provides everyone in the Internet ecosystem choice, transparency and compensation to manage and access verified data. Participating consumers earn rewards, and developers are able to build online experiences on top of the BIG Platform. The system also provides advertisers and media companies access to transparent, verified consumer data to better reach and serve audiences. SRAX's BIG Platform improves the online experience for all interested parties. For more information on SRAX's BIG Platform, visit www.bigtoken.com.

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This press release contains certain forward-looking statements that are based upon current expectations and involve certain risks and uncertainties within the meaning of the U.S. Private Securities Litigation Reform Act of 1995. Words or expressions such as "anticipate," "plan," "will," "intend," "believe" or "expect" or variations of such words and similar expressions are intended to identify such forward-looking statements. These forward-looking statements are not guarantees of future performance and are subject to risks, uncertainties, and other factors, some of which are beyond our control and difficult to predict and could cause actual results to differ materially from those expressed or forecasted in the forward-looking statements, including, without limitation, statements made with respect to expectations of our ability to increase our revenues, satisfy our obligations as they become due, report profitable operations and other risks and uncertainties, as set forth in our Annual Report on Form 10-K and Quarterly Reports on Form 10-Q, as filed with the Securities and Exchange Commission. All forward-looking statements involve significant risks and uncertainties that could cause actual results to differ materially from those in the forward-looking statements, many of which are generally outside the control of Social Reality and are difficult to predict. Social Reality undertakes no obligation to publicly update any forward-looking statements, whether as a result of new information, future events or otherwise.

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